



LEAD a walking
tour or JOIN one.

DESIGN & LEAD A GREAT JANE'S WALK

1. A WALKING CONVERSATION

Jane's Walks are less a typical walking tour and more a walking conversation about contemporary city life.

As a Walk Leader, you can think of yourself as a guide or host. You set the route and stops, and you have info to share. And you encourage walk participants to share too.

- Set a friendly tone. Greet people as they arrive.
- For a small group, have people introduce themselves before you start walking.
- Ask people to share a story or insight about the places you stop. You don't have to know everything; let participants help make the walk informative and fun.
- Encourage people to chat with each other as you all walk from stop to stop. Or to watch for something that you'll discuss at the next stop.

2. GO FOR DEPTH OVER BREADTH

Jane's Walks slow the rush of contemporary life and offer fresh experiences of a street, block, park, neighbourhood. A frequent comment from happy Jane's Walk participants is *"I drive by here all the time and I never noticed this."*

Don't rush it. Give space for people to see something for the first time or in a new way.

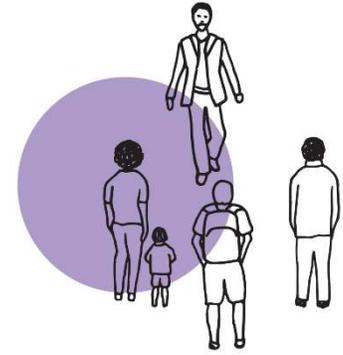
- Invite co-hosts who can illuminate different aspects of the route than you can.
- Use rest stops as a chance to watch the area in action. Ask people to notice what's happening, to reflect on how people are using the space or why it sits empty, or to notice how the river or the traffic flows.
- Arrange for special guests to meet you at specified stops. Shop owners, school principals, faith leaders, long-time residents, artists who painted a local mural, Indigenous educators ... all are examples of people who have served as guest hosts for Jane's Walks.

3. GET TO KNOW JANE JACOBS

You don't have to know Jane Jacobs' work to lead a Jane's Walk. But you might enjoy engaging with the ideas of the person who inspired a global festival of walking tours in her memory. Her ideas about walkability, density, urban planning, and so on, might fuel some rich insight and discussion for your walk. You can find a quick guide to her ideas [HERE](#).

4. LEARN TO SPEAK LOUDLY

Jane's Walks are free, no registration, all-weather walks. Plan accordingly. Prepare to host 20 people or 50 or 100. (The 100-people walks are rare but consider how you would handle it. Having co-hosts is one way, so you could split up the walk if you needed to. Making sure to have sound amplification is another.) The number one concern from Jane's Walk participants is about not being able to hear.



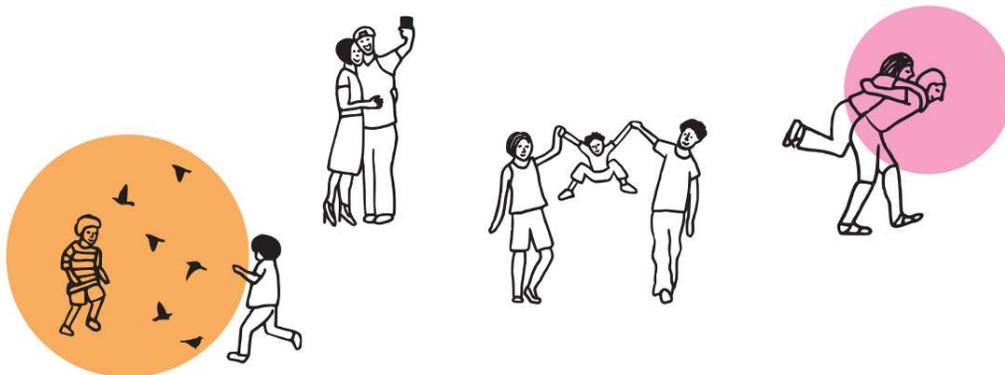
- Pick stops that aren't too noisy and that provide space for people to gather around you.
- Look for raised spots or benches where you can perch and better project your voice. Participants like stop locations where they can sit or even just lean against a wall.
- Don't start speaking until everyone has gathered. Invite a friend to help people cluster and give you a sign when your group is ready.
- Speak to the person in your group who is farthest from you so you remember to speak loudly.
- Face your group when you speak. Even when showing something behind you, point towards it but keep your face towards the crowd.
- Rent or borrow a megaphone. Or fashion one from cardboard. Use it when you speak and share it with participants when they speak.
- We have some sound amplification systems to share. Ask us if we can lend you one.

5. HAVE FUN

Give people something to do. Some Jane's Walks are designed that way - as photography tours, poetry-writing walks, or Indigenous drumming sessions.

Others have active elements. Stop at local bakeries for pre-arranged samples. Give pop quizzes of local history. Ask people to note areas that could use a community garden or traffic calming. Bring along a walkability checklist to spur discussion.

Don't be afraid to go off route for a while in response to a cool opportunity. If it means walking for longer, just make sure you get the group's okay first. As always, make sure your detour is safe.



PLANNING A ROUTE...

Think through the stories, places and people you want to talk about, then plot it out. Six to ten stops and a tour that lasts about 90 minutes is all you need.

GET STARTED

Get a map. Pour over it. Go for a walk. Go for lots of walks. Give yourself time to experience the area and find what interests you. Walk with friends, children, dogs, and see what interests them.



COVER THE BASICS

- Organize your walk in a loop, to end where you began. (If you can't, make sure to allow yourself extra time to walk people back to the start if they aren't sure how to get there.)
- Note the public washrooms along the way. Or pre-arrange with a friendly merchant for a washroom stop along your route.
- Look out for stairs, curbs, gates – and design your route around them. (If you can't, make sure to note these accessibility features in your walk listing so people can assess their capacity to join you.)
- Note benches, and places with shade and wind or rain protection. Just in case.
- If you want to walk on private land, get the owner's permission in advance.

IDENTIFYING YOUR 6 TO 10 STOPS

Let these ideas inspire your thinking. Pick ones that make sense to you and your neighbourhood. Select others we haven't even thought of yet.

CONTEXT

- Orient your group to the neighbourhood. Briefly provide an overview of the vegetation, wildlife, natural features, the human demographics, and/or the era it was built.
- Consider your walking route as part of Treaty 7 territory. How is the long history of Indigenous peoples reflected? How is contemporary community, and this era of Truth and Reconciliation?

BUILDINGS

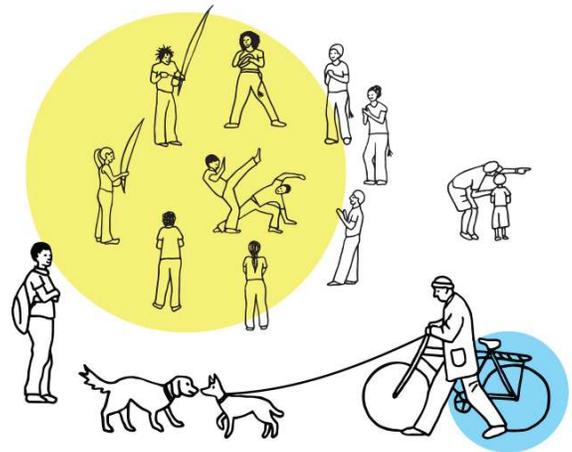
- Architectural points of interest
- Names of schools and other buildings, and the stories behind them
- How the buildings 'interact' with the street and people walking by
- Changes over time as the city changes

GETTING AROUND

- Walking, cycling, transit use, driving – what is working well and what isn't
- Spots in the neighbourhood that feel unsafe to you
- Cool shortcuts only a local would know

AMENITIES

- Shops that flavour the neighbourhood – maybe they're local, ethnospecific, big-box, a local secret, the latest hot spot
- Recreation and cultural facilities people use, and the ones they don't
- Neighbourhood charities, faith groups, clubs
- Best off-leash dog parks or spots to watch the sunset or Stampede fireworks
- Murals, statues, interesting commercial signs
- Green spaces, parks, gardens
- Community gathering spots



SHARE THE VIBE

- Spaces you enjoy visiting - and why
- Spaces you don't enjoy visiting – and why
- Stories of people of the neighbourhood – historical figures and contemporary
- What this area means to you. Your hopes and dreams for its future.

CONSIDER A THEME

- Sometimes a great way to experience an area is to consider a theme. For example, Jane's Walk leaders have toured:
 - East Village and Inglewood, for the array of live music venues
 - Downtown Calgary, for sites of Calgary Jewish history
 - Downtown Calgary, for development projects that were planned but never happened
 - Rosscarrock, for places to spend a fun family Saturday afternoon
 - Greater Forest Lawn, for its community hubs
 - Millican-Ogden, for its walkable neighbourhood design
- You might enjoy this way of designing your Jane's Walk. And it can be one way to make our Point 2 (Go for Depth over Breadth) work for you.

For further information, contact:
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